

# Natalie Ward

**Marketing & Design Strategist | Partnership Development | Branding and Social Media**

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I am a purpose driven marketing student who believes in business as an engine for achieving sustainable development goals. I am a proudly curious and creative person; I never want to stop learning and exploring the world. In my free time I love to hike, swim, play games, make videos, and knit and crochet. I am empathic, emotionally intelligent, and creative!

## EDUCATION

### Clark University

*Masters in business administration (Concurrently Enrolled) | May 2026*

*Bachelor's degree in marketing | GPA 3.7/4.0 | May 2025*

- Minor in Entrepreneurship and Innovation
- Dean's List Honors 4 consecutive semesters
- Sigma Nu Tau Entrepreneurship Honor Society

*Study Abroad Program: CIEE International Business + Culture, Seville Spain | Jan-May 2024*

- Studied international marketing, Spanish history, Spanish identity and adverting, Mediterranean diet
- Lived with a host family with goal of immersion in language, culture, and history.

## RELEVANT EXPERIENCE

*Major League Baseball – Partnership Marketing Intern | June 2024 – Aug 2024*

- Managed portfolio of 40 corporate partners, researched and developed new sponsorship opportunities for the sale of MLB assets and IP. Developed brand engagement platforms, activations, campaigns, events, social media distributions, and more mutually beneficial opportunities that created value for all stakeholders.
- Employed digital skills of database research, Excel, PowerPoint, Adobe suite, social media to develop compelling visual and written communication across multiple departments.
- Worked closely on sponsored events at All Star Weekend that got over 400,000,000 views on social and built out platforms that increased viewership by 6% from the previous year.
- Ideated, designed, and presented original partnership proposal pitch deck with new, untapped platforms and customer segments.

*Skribbli.kr – Online English Tutor | May 2023 - Present*

- Meet weekly with elementary age children in South Korea, teaching grammar, vocabulary, geography, STEM, and history topics. Create a fun learning environment and inspiring a love of learning.

*Clark University Entrepreneurship Department- Web Designer & Content Strategist | Jan 2023 – Dec 2024*

- Implemented brand elements through the design of the website to increase traffic.
- My web design brought in \$30,000 of funding for student run business and education.
- Created and led a crowdfunding campaign for \$15,000 for Clark Community Thrift Store.

*Worcester Families Feeding Families – Nonprofit Business Consultant and Grant Writer | Sept – Dec 2022*

- Identified, wrote, and submitted 3 grants for upwards of \$200,000 to reach meal production goals.
- Worked closely with local business owner to design a scalable business model and research-driven proposals.
- Helped streamline operations to increase the number of meals provided to clients by 150%

## SKILLS

- **Adobe InDesign, Figma, Adobe Photoshop, Illustrator** (Strong graphic design and digital skills, Quick learner)
- **Social Media strategy, content creation, brand design** (100,000+ views on my YouTube and TikTok channels)
- **Microsoft Platforms** (PowerPoint, Excel, Access. Advanced presentation capabilities. Data driven person)

**My Values:** Curiosity and learning, empathy, diversity, accountability, authenticity